VALLEY Pioneer

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"PEOPLE ARE IMPORTANT AT PACIFIC MERCURY"

In the past three years the number of employees at the Pacific Mercury Television Manufacturing Company in Sepulveda and Van Nuys, has more than tripled This is mute evidence that with good products and the practice of good policies such as "People Are Important at Pacific Mercury," success is inevitable.

Headed by Founder-President Joe Benaron, Pacific Mercury has grown in a few short years from being a fine cabinet shop to being a leader in the Television Manufacturing field. "P.M." also manufactures the Thomas Organ. Here too, they have attained leadership. The Thomas Organ is recognized throughout the world by musicians and music lovers for its fine craftsmanship.

In its plant in Joplin, Missouri, Pacific Mercury manufactures parts for Boeing Aircraft Corporation. At the present time vital work is being done for Boeing's National Defense Program.

The San Fernando Valley may well be proud to count Pacific Mercury Television Manufacturing Company among its industrial family. It provides employment to over 1400 Valley residents and contributes much to the sound economic position the Valley enjoys.

ESTABLISHED 1925

SAN FERNANDO VALLEY FEDERAL SAVINGS & LOAN ASSOCIATION

VALLEY FEDERAL CELEBRATES 32 YEARS
In the San Fernando Valley

Ceremonies and cake-cutting were held at our Canoga Park office too, and on hand were Vern L. House, Arthur D. Aston, Robert S. Fuller, Hugo A. Carlson, Dick Speer, Fred Whitmire, Jr.

Each large sheet cake was beautifully frosted in white and pink and had the large numerals "32" to denote the years that Valley Federal has served the residents of the San Fernando Valley. Our only regret was that the cake wasn't large enough to mail a slice to all of our friends.

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EVOLUTION

You can take our word for it that this picture wasn't planned. Art Aston, Manager of our Canoga Park office, stepped outside to the parking lot one day and blinked twice, to make sure he wasn't "seeing things." There in broad daylight sat the little Model "T" you see in the picture smack alongside one of our dashing new ground-gripping sports models of today.

About 30 years ago, cars similar to this Model "T" no doubt made their way along a dirt road and headed straight for Valley Federal—that was in the days when we just had one office. Business was transacted then—just as it is now—in a refined quiet atmosphere and with the most courteous attention.

Today our sports car owner zooms up a macadam road—heads straight for either of Valley Federal's two offices and receives the same careful attention and courtesy when doing business with our Association.

Cutting the traditional Birthday Cake to mark the 32nd Birthday of Valley Federal.

On hand in Van Nuys for this observance was Roy V. Milner, Robert S. Fuller, W. P. Whitsett, Lee W. Miller, H. C. Sorgenfrey.

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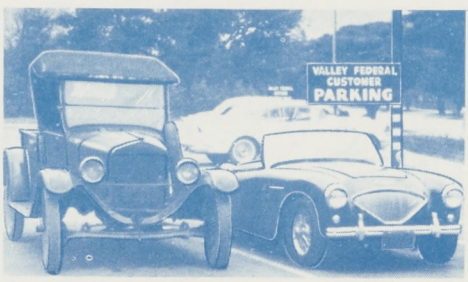

Valley Federal's Angels

Reading left to right in the Front Row:
Bruce Ward, Pat Herbert, Ronald Graham, Dennis Kemp, Howard Salton, Bat Boy
Reading left to right, 2nd Row:
Billie Lewis, Jerry Hill, Danny Moore, John Winnicki, James Choate.
Reading left to right, 3rd Row:
Art Aston, Vice President, Valley Federal, Joe Schmerber, Joe Winnicki, Butch Valazza, John Valazza, coach, Dee Johnson, Gary Hill, Guido Giaccopuzzi, Manager.

They look like baseball players because they are! At the present time they are tied for first place in Canoga Park's Little League. We're mighty proud of these boys.

The Little League program deserves the support of every adult citizen in the San Fernando Valley. The Valley is fortunate in having 50 Little Leagues providing coordinated recreation and training to more than 15,000 boys.

Organized and originated in Williamsport, Pennsylvania, the Little League idea has spread across the country and into Japan, Hawaii and Cuba. The non-profit organization still maintains their headquarters at Williamsport.

Little League Baseball is available to any boy from 8 to 12 years living in the boundary of a Little League. Each boy of course, works hard for the day he can become a member of a Major League team such as the Valley Federal Angels.

We salute the unselfish men and women who contribute so much of their time and of themselves and thereby enable the youngsters of today to become better acquainted with the world of sports. They in turn will make for better citizens tomorrow.

BARBECUES

By Roy V. Milner

Free Public Barbecues were a frequently used and prominent part of the advertisements in the selling of the 47,500 acres, now known as Van Nuys, by the Land Company, W. P. Whitsett and Janss Company. "Public" because the advertisements, which were often full page in all Los Angeles daily newspapers, invited everyone to a Free Barbecue without condition. All such public invitations contained the notice, "No Property Sold Or Offered for Sale On That Date."

"HOW WE BROUGHT THEM IN"

Attendance ranged, according to the occasion and the amount of advertising, from a thousand or so up to as many as eight or ten thousand.

Jose Romero was always our Caterer. He was a masterhand at the business. Whether serving selected viands to a few or a more modest menu to thousands, his offerings were invariably relished. For barbecues such as he served for us, Jose cooked the meat all night and the next forenoon in covered earthen pits. The meat literally cooked in its own juices.

Spanish beans were cooked in metal washtubs over open fires for the same period of time. Similiar washtubs were also used to mix the salad and brew the coffee. Coffee was served in tin cups. The meat, beans, salad and a roll were served on wooden plates.

The rule, "No Property Sold or Offered for Sale" was strictly enforced. Salesmen were permitted to drive guests over the adjacent lands and to wild flower fields, if in season; they were prohibited, however, from having a map, price list or receipt book on their persons.

YOU SHOULD KNOW AUDREY ELLIOTT

Audrey is a native of California and moved to the San Fernando Valley when just a mere infant. While attending Van Nuys High School, she obtained part-time work with Valley Federal and after graduation was given permanent employment as a Teller. Mrs. Elliott advanced and soon became Assistant Manager in the Accounting Department. When Valley Federal expanded and opened an office in Canoga Park, Audrey advanced again—this time she took over the duties of Assistant Treasurer of that office.

Mrs. Elliott also has the distinction of having been elected the first president of Valley Federal's Employees Club, which was organized by our Executive Vice-President, Mr. Fuller.

Audrey participates in our bowling league but her main interest is her twin sons. Her home is in Van Nuys.

NO NEED TO STAND IN LINE

Just mail your passbook to VALLEY FEDERAL with a note telling us you want your June 30th dividend entered in your book. We'll enter it and you'll receive your book by return mail.

Beginning July 29 — PILGRIMAGE THEATER "LIFE OF CHRIST" PAGEANT—The White Gates of Jerusalem are just a stone's throw from the bustling Hollywood Freeway—ancient Judaic architecture is the entrance to Pilgrimage Theater where the entire Life of Christ is vividly portrayed. With help of Hollywood "know-how" the entire performance is so realistic, visitors feel they've actually been in the Holy Land.

SAN FERNANDO
VALLEY FEDERAL
SAVINGS & LOAN ASSOCIATION

Nothing Astonishes Men So Much As Common Sense and Plain Dealing —EMERSON

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